

## Reach the Stars with READBoston

Jeff Zanelli

### ReadBoston and the Boston Celtics "Read To Achieve"

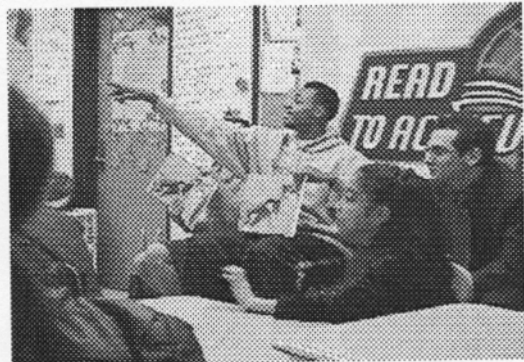
This school year ReadBoston has teamed up with the Boston Celtics to host a series of reading events with members of the Boston Celtics, community leaders and media personalities.

Sixteen schools are participating in the "Read To Achieve" program this year. All students who read for 20 minutes a day four times per week are eligible to receive a reading incentive each month (bookmarks, keychains, pencils, etc.). The school with the highest rate of participation gets a visit from the "All-Star Reading Team." Notable members of the team include Paul Pierce and Antoine Walker of the Celtics, Mayor Menino, Governor Swift, and media personalities Bob Lobel of WBZ-4, Gene Lavanchy of WHDH-7, and Amalia Barreda of WCVB-5.

The winning school for the first month of the program was the Beethoven School in West Roxbury. 75% of the students at the school met the requirements and were treated to a visit by several all-star readers.



Celtics Star player Paul Pierce *Reads-to Achieve*, "Will You Be My Friend" to a few new Beethoven School acquaintances.



Paul Pierce makes easy points with his reading fans.

## Big Shoes to Fill

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### Changes for ReadBoston

After five and a half impressive years Margaret Williams, ReadBoston's Director, has moved on to pursue new career challenges. Margaret was tapped to lead the campaign by Mayor Menino in 1996 and has been with the organization since its inception.

During her tenure, Margaret helped to grow ReadBoston into a campaign that reached children throughout the City of Boston. As a result ReadBoston programs now reach thousands of children and their teachers with books and technical assistance.

While taking time to consider future possibilities, Margaret will be spending some time with family. We are sad to say goodbye to such an incredible talent, but we wish her well in all future endeavors.

ReadBoston's new Director, Theresa Lynn, will start on Monday December 10th. Theresa joins ReadBoston after having worked at the YMCA of Greater Boston in the Development Office for the past four years. We all look forward to working with Theresa in the years ahead.